



BS FV  
JD HV  
KR RH  
HK

Handwritten initials: OB, FV, CD

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To: All Divisions/Districts With Pathmark Supermarkets Stores

**Subject: Pathmark Supermarkets (0522-00-00)**

Dear Managers:

Attached is an updated planogram, which includes **MONARCH** for all Pathmark Stores with a 3x5x3 Endcap or 11' in-line setup in service center locations. Please ensure that your people allocate proper space for **MONARCH (9 rows)** accordingly.

Also attached is a copy of a bulletin sent to stores with Philip Morris Centralized Merchandisers notifying them that a fixture change will be forthcoming in November. Additionally, the bulletin stipulates that no floor fixtures are to be removed until further notice. Your people should use this bulletin as they contact stores.

**IMPORTANT:** All questions by store managers regarding placement or removal of "Wraparound" or "Lane Blocker" displays should be directed to Pathmark Headquarters. The contact is Tom Hahn, who can be reached at 908-499-3166, or Carolyn Hoff, at 908-499-3213. These individuals may help to solve problems at store level.

As always, thank you for your valued assistance.

Best Regards,

*Nick*

G. N. Kuruc, Jr.

Gk

M-2

cc: Applicable RSM's  
Attachment

"We work for smokers."

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# PLAN A PLAN - O- GRAM

## SPECIFICATIONS

ROWS:

CAPACITY:

DATE:

AUTHORIZED BY:

*Ralph Vitale*

FOR:

Pathmark

3x5x3 - 7 Shelf

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.1	121	608	43.1		
RJ. REYNOLDS	21.8	56	280	19.9		
LORRILLARD	14.5	42	210	14.9		
BROWN & WILLIAMSON	6.4	20	100	7.1		
AMERICAN	8.5	17	85	6.0		
LIGGETT & MYERS	3.1	15	75	5.6		
GENERIC						
TOTAL			1,406			

PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH
LOR LM RJR 3ROWS 5 ROWS 2 ROWS 5 HIGH 5 HIGH 5 HIGH

PM 17 ROWS 8 HIGH
PM 17 ROWS 5 HIGH
LOR 17 ROWS 5 HIGH
LOR 17 ROWS 5 HIGH
AMER 17 ROWS 5 HIGH
RJR 17 ROWS 5 HIGH
RJR 17 ROWS 5 HIGH

PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
LOR PM 5 ROWS 5 ROWS 5 HIGH 5 HIGH
B&W 10 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH
LM 10 ROWS 5 HIGH

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**PATHMARK**  
**3X5X3 CARTON FIXTURE**

**TOP SHELF**

**LEFT**

1- Marl Lts Soft Pack  
1- Marl Lts 100's SP  
2- Marl Lts 100's Box  
5- Marl Lts Kg Box

**CENTER**

1- Marl Soft Pack Kg  
1- Marl 100's SP  
8- Marl Box Kgs  
2- Marl 100's Box  
1- Marl Med Kg SP  
1- Marl Med Kg Box  
1- Marl Med 100's Box  
1- Marl Med 100's SP

**RIGHT**

2- VS Slims  
1- VS Menthol  
1- VS Lts  
1- VS Men Lts  
1- VS Ultra Lts  
1- VS Ultra Lts Menthol  
2- Parl Box King  
1- Parl 100's SP

**SECOND SHELF**

**LEFT**

1- Basic FF Filters  
1- Basic F/F 100's  
1- Basic Lt Kings  
2- Basic Lt 100's  
1- Basic LT Men Kg  
1- Basic Lt M 100  
1- Basic Ultra Kg  
1- Basic Ultra Lts 100's

**CENTER**

1- Marl Lts 5 Pk  
1- Marl 5 Pk Box  
1- Marl Med Box 5 Pk  
1- Marl Men Box Kg  
1- Marl Men 100's  
1- Merit Ult Kg Soft  
1- Merit Ult 100's  
1- Merit Ult 100's Box  
1- Merit Ult Kg Box  
1- Merit Ultra Kg Soft  
1- Merit Ultra Lts 100 Soft  
1- Merit Ultra Lts 100's Box  
2- Merit Ultra Lts Box Kgs  
2- Merit Ultra Lts Box Kgs  
2- Merit 100's

**RIGHT**

2- Merit Box Kgs  
1- Merit Soft Kgs  
1- Superslims Reg  
1- Superslims Men  
1- VS 120's Men Box  
1- VS 120's Reg  
1- Parl Soft Pk Kings  
1- B&H Reg

THIRD SHELF

## LEFT

2- N. Frills Kings  
 1- N. Frills 100's  
 2- N. Frills Ultra Lts  
 2- N. Frills 100's Ult. Lts.  
 1- N. Frills King Menthol  
 1- N. Frills 100's Full Flavor

## CENTER

6- Newport Box Kings  
 3- Newport Soft Pk Kgs  
 2- Newport 100's Box  
 1- Newport 100's SP  
 1- Newport Slim Lts  
 1- Newport 100's Box  
 1- Newport Lts Box Kg  
 1- Newport Lts Kg SP

## RIGHT

1- B&H 100's Soft  
 1- B&H 100's Box  
 1- B&H Men 100's SP  
 1- B&H Men 100's Box  
 1- B&H 100's Sft Pk  
 1- B&H 100's Box  
 1- B&H Lts Menthol  
 1- B&H Ultra Lts 100's

FOURTH SHELF

## LEFT

1- Alpine Lt Box  
 1- Alpine FF Box  
 1- Cambridge Lt Kg  
 2- Cambridge Lt 100  
 1- Cambridge FF Kg  
 1- Cambridge FF 100  
 1- Cambridge Lt 100 M  
 1- Cambridge Ultra 100

## CENTER

2- Kent Kg  
 1- Kent 100  
 1- Kent Slim 100  
 2- Kent Golden Lt Kg  
 2- Kent Golden Lt 100  
 2- Kent III Kg  
 2- Kent III 100  
 2- True Kg  
 1- True 100

## RIGHT

1- True Men Kg  
 1- True Men 100  
 1- Max 120  
 1- B&H Menthol Kg  
 1- B&H King  
 1- B&H Men Lt Kg  
 1- B&H Ultra 100  
 1- B&H Ultra 100 Men

FIFTH SHELF

## LEFT

1- Dorai Lt Kg  
 1- Dorai Lt 100  
 1- Dorai Lt Men  
 1- Dorai Lt 100 Men  
 1- Dorai FF Kg  
 1- Dorai FF 100  
 1- More 120  
 1- More 120 M

## CENTER

2- Carlton Kg  
 2- Carlton 100 SP  
 1- Carlton 100 Menthol  
 2- Carlton 100 Box  
 1- Carlton 120's  
 3- Pall Mall  
 1- Pall Mall 100  
 1- Tareyton 100  
 1- Tareyton Kg  
 1- Lucky Strike Kg

## RIGHT

1- Kool King  
 1- Kool 100  
 1- Kool Mild 100  
 1- Kool Box King  
 1- Kool Mild Box  
 1- Kool Mild Kg  
 1- Kool Lt Kg  
 1- Belair Kg  
 1- Belair 100

SIXTH SHELF

## LEFT

1- Monarch Men Lt 100's  
 1- Monarch Men Lt Kgs  
 1- Monarch Ultra lts 100's  
 1- Monarch Light 100's  
 1- Monarch FF 100's  
 1- Monarch FF Kgs  
 1- Monarch Lt Box Kgs  
 2- Monarch FF Box Kg

## CENTER

1- Winston Kg  
 1- Winston Box King  
 1- Winston 100's  
 1- Winston Select Kg  
 1- Winston Select Box  
 1- Winston Lt Kg  
 1- Winston Lt Box  
 1- Winston Lt 100's  
 1- Winston Lt 100's Box  
 1- Winston Ultra 100's  
 1- Winston Ultra 100's  
 1- Camel Reg  
 1- Camel Filter  
 1- Camel Lt Kg  
 1- Camel Sp Lt Kg  
 1- Camel Sp Lt 100

## RIGHT

1- Viceroy Kg  
 1- Viceroy 100  
 1- Viceroy Lt 100  
 1- Viceroy Box Kg  
 1- Raleigh 100  
 1- Capri  
 1- Capri Men  
 1- Capri 120  
 1- Capri 120 Men

SEVENTH SHELF

## LEFT

1- True Box  
2- True 100's Box  
1- Chest Kg  
1- Eve Menthol 100's  
1- Eve Lts-100's  
1- Vantage U Kg  
1- Vantage U 100

## CENTER

1- Vantage Kg  
1- Vantage 100  
1- Salem Kg  
1- Salem 100's  
2- Salem Lt Kg  
1- Salem Lt 100's  
1- Salem Custom  
1- Salem Slim Lt 100's  
1- Salem Ultra Kg  
1- Salem Ultra 100's  
1- Now Kings  
1- Now 100's  
1- Now 100's Menthol

## RIGHT

1- Eve 120 Box  
1- Eve 120 Men Box  
1- Eve 120 Ultra  
1- LM King  
1- LM 100  
1- Lark Kg  
1- Lark 100  
1- Lark Lt 100

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